

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WQAD

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers	Community of License					
		City	State	County	Zip Code		
WQAD	Analog 8 <input checked="" type="checkbox"/>	Moline	IL	Rock Island	61265		
	Digital 38 <input checked="" type="checkbox"/>						
Licensee Local TV Illinois License, LLC							
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA	World Wide Web Home Page Address				
Both			www.wqad.com				

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
73319		12/01/2013

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

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Total 5:00 a.m. to 1:00 a.m. CSTs

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

Total 6:00 a.m. to 9:00 a.m. CSTs

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

Please see section D for a full description of WQAD's educational efforts on the digital transition. For exact totals for week of 3/31/2008 look to the upcoming 2nd quarter report.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

Graphic Displays

Animated Graphics

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

Throughout the entire 1st quarter of 2008; WQAD aired the DTVAnswers PSAs provided by the National Association of Broadcasters. In January 2008, WQAD aired the 30-second PSAs approximately 255 times with a dollar value of \$30,028. In February 2008, WQAD aired the 30-second PSAs 73 times with a dollar value of 6,388. And in March up to March 30, 2008; WQAD aired the 30-second & 15-second PSAs 128 times with a dollar value of \$13,240.

A complete and detailed log noting date, and time of all spots mentioned above is located in WQAD's public file.

In February 2008, WQAD News at 10pm and morning news from 5am-7am aired 8 informational stories explaining the DTV transition. The series of reports were each titled "The Big Switch" and the following topics were highlighted in the series:

Part 1 aired Monday, February 4, 2008 at 10pm : Explaining why we're making the Big Switch. Story length 2:30. Story aired the next morning in Good Morning Quad Cities, 5:00am-7:00am.

Part 2 aired Wednesday, February 6, 2008 at 10pm: Is your TV ready for the big switch? Who's affected how cable & satellite service subscribers will be affected. How to check your TV to see if it already has a digital tuner. Story length was 2:40. Story aired the next morning in Good Morning Quad Cities, 5:00am-7:00am.

Part 3 aired Monday, February 11, 2008 at 10pm: Busting the Myths of the digital transition. Based on the NABs survey and an attempt to fix the misconceptions revealed in that survey. Clearer explanation of the converter box, explanation that your old TV will still work after the transition. Story length was 1:45. Story aired again the next morning in Good Morning Quad Cities 5:00am - 7:00am.

Part 4 aired Wednesday, February 13, 2008 at 10pm: The digital converter box, how it works, explaining the differences in the boxes available SD vs HD, and differences between HDTV "ready" monitors sold in the early part of the decade vs HDTV builtins currently being sold. Story length was 2:45. Story aired again the next morning in Good Morning Quad Cities 5:00am - 7:00am.

Part 5 aired Monday, February 19, 2008 at 10pm: Where to buy converter boxes & how you can get the government's discount coupon. Story length was 1:50 and aired again the

next morning in Good Morning Quad Cities 5:00am - 7:00am.

Part 6 aired Wednesday, February 20, 2008 at 10pm: How to hook up the box; do you need to change your outdoor antenna? What about those rabbit-ears on top of the TV? Story length was 2:00 and aired again the next morning in Good Morning quad Cities 5:00am - 7:00am.

Part 7 aired Monday, February 24, 2008 at 10pm: Don't need to spend three thousand dollars if you DO decide to buy a new digital TV. We go to Walmart and check out cost effective options ranging from \$100 to just over \$1,000. Story length was 2:40 and aired again the following morning in Good Morning Quad Cities 5:00am - 7:00am.

Part 8 aired Wednesday, February 26, 2008 at 10pm: If you do want to spend some money; we look into the ultimate home theatre room and what it cost one Quad City homeowner to set it up. Story length was just over 2:00 and aired again the following morning in Good Morning Quad Cities 5:00am - 7:00am

Each story ended with a directive to visit our website, wqad.com to learn more about the digital transition, the government based converter box discount coupon program and to review a list of frequently asked questions.

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):
In all of first quarter 2008, wqad.com featured the DTVAnswers link on its homepage, with a middle click through of WQAD originated information specific to our market; such as which antenna is recommended for our area; its approximate cost, link to the dtv2009.gov site and a link to NAB's DTVAnswers website.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

☒ Community Events

Comments (add additional sheets where necessary):
January 12 and 13, 2008; WQAD featured a display explaining the digital transition at the QCCA's Bald Eagle Days & Environmental fair. The display featured an

analogue TV connected to a roof-top antenna showing the current analogue off-air signal. A duplicate analogue TV also connected to the same roof-top antenna but routed through the digital converter box; we also had a lower priced digital tv with a digital tuner hooked to the off-air antenna; and a 47" LCD HDTV connected to a blue ray HD disk player playing back episodes of Lost in HD. Station personnel handed out DTVAnswers booklets provided by the NAB (in both English & and one sheet in Spanish) and conducted several discussions about the transiton with patrons of the event. WQAD also provided free internet access and assisted anyone who wanted to register for the coupon program. WQAD touched approximately 6,200 people who attended the event and registered approximately 175 of them for the coupon program. WQAD Engineering staff had one on one contact with over 250 show attendees.

March 14, 15 & 16, 2008: WQAD repeated the display above at the Quad Cities Flower & Garden Show. Approximately 5,300 attended this three day event. WQAD staffers registered approximately 70 more viewers for the discout coupon. WQAD Engineering staff had one on one contact with over 300 show attendees.

☒ Other (describe)

Comments (add additional sheets where necessary):

Provided the DTVAnswers booklets to Iowa/Illinois Independent Living Center to pass out to their residents.

Provided the DTVAnswers booklets to various TV retailers in market.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

WQAD has been running DTV Educastion spots since last November in advance of the FCC requirements that started on March 31, 2008. DTV Education spots have run in most of our newscasts since January 2008 and those spots are not reflected on the above report.

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing
Larry Rosmilso	President and General Manager
Signature	Date



April 3, 2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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